


Writing Samples & Personal Statements,  
Cover Letters & Resumes  
(plus professional email etiquette!)



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# Writing Sample

- ★ What is my GOAL?
    - Stand out from pile of applications
    - Catch attention of very busy employer
    - Impress reader with writing that is clear, complete, consistent, creative, concise, correct...
    - Keep work readable
      - Font size
      - Line spacing
      - Margins
  - ★ How do I SELECT a writing sample?
    - Consider feedback from professor
    - Consider parameters set by employer
      - Partner/Group work
      - Edited by others
      - Length
  - ★ How do I REVISE, EDIT, and PROOFREAD effectively?
    - Revise: large-scale, big-picture
    - Edit: sentence-level, detail-oriented
    - Proofread: print!
  - ★ How do I PREPARE an explanatory cover sheet?
    - See samples
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# Personal Statement



## Goal

Stand out while directly responding to prompt.

Impress through both substance and style!

Comply with parameters.



## Brainstorm

Think about background interests, qualities, and experiences that employer desires in candidates.

Match your interests, qualities, and experiences!



## Outline/Draft

Lead with strengths.

Cover separate topics in distinct paragraphs.



## Revise, Edit, Proofread

Revise: Large-scale organization, big-picture concepts (gaps? repetition?)

Edit: Spelling, grammar, punctuation

Proofread: Set aside, then check again!

# Cover Letter

- ★ What is my GOAL?
    - Stand out from pile of applications
    - Catch attention of very busy employer
    - Impress reader with letter that demonstrates genuine interest in organization/opportunity based on research
    - Emphasize how you can help organization achieve its goals
    - Name-drop as appropriate
  - ★ How do I FORMAT a cover letter?
    - Use a template
  - ★ How do I REVISE, EDIT, and PROOFREAD effectively?
    - Revise: large-scale, big-picture
    - Edit: sentence-level, detail-oriented
    - Proofread: print!
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# Resume



## Format:

- Headings
- Order of sections
- Order of items within sections

## Consistency:

- Font
- Geographic terms

## Action Verbs:

- Transferable skills

## Verb Tense:

- Past or present?

## Concrete Details:

- ###
- \$\$\$
- Etc.

# Professional Email Etiquette



## Goal

Communicate in a clear, concise, complete, consistent, and correct manner

Build/maintain reputation



## Components

Subject line

Proper salutation and sign-off

Body of message versus attachment(s)?



## Presentation

Appropriate email address

Contractions and abbreviations

Tone: word choice, titles, etc.



## Additional Considerations

Audience - intended and unintended!

Underlying/motivating emotion

Email? Phone? Face-to-face?